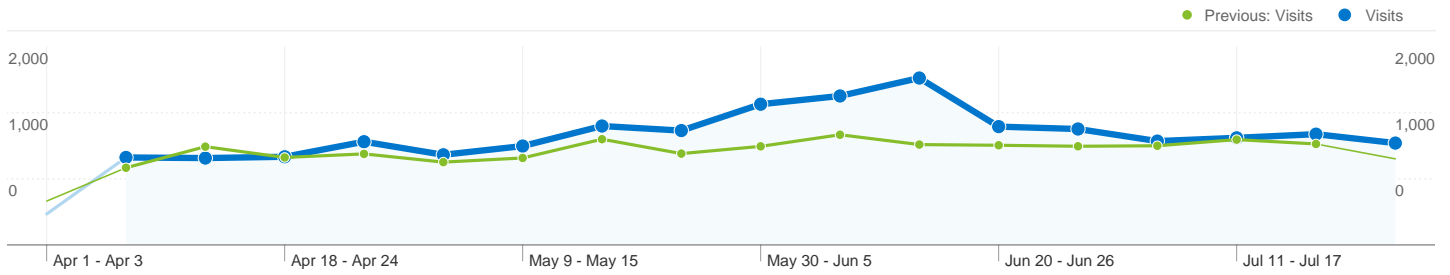


# Dashboard

Apr 1, 2010 - Jul 31, 2010  
Comparing to: Apr 1, 2009 - Jul 31, 2009



## Site Usage

**19,495 Visits**

Previous: 16,775 (16.21%)

**47.98% Bounce Rate**

Previous: 35.24% (36.15%)

**54,750 Pageviews**

Previous: 50,909 (7.54%)

**00:02:33 Avg. Time on Site**

Previous: 00:02:41 (-4.79%)

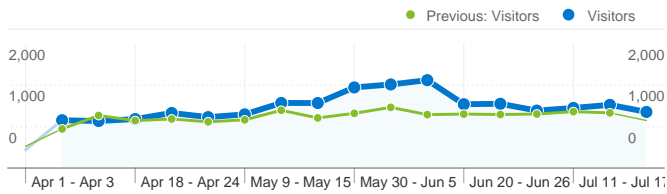
**2.81 Pages/Visit**

Previous: 3.03 (-7.46%)

**76.96% % New Visits**

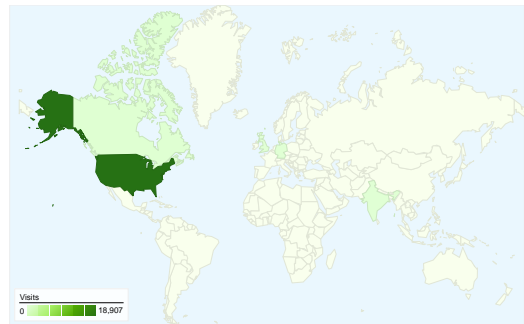
Previous: 76.57% (0.51%)

## Visitors Overview

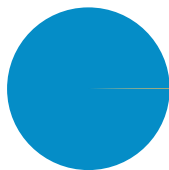


**Visitors**  
**15,759**

## Map Overlay

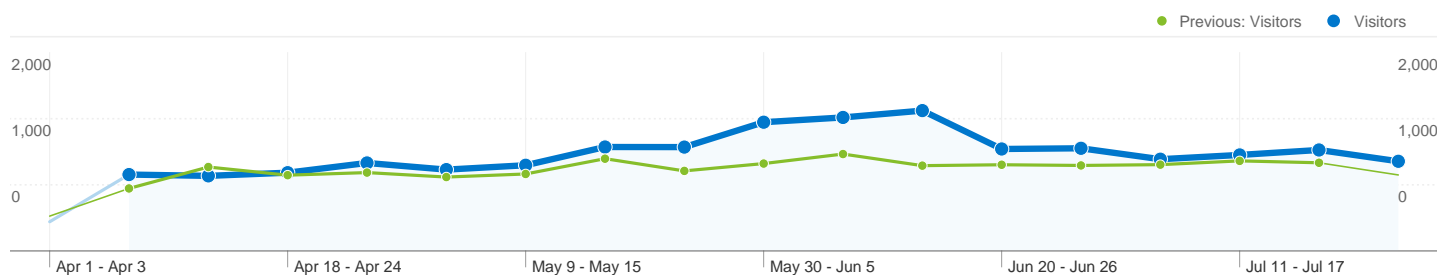


## Traffic Sources Overview



- Direct Traffic**  
19,466.00 (99.85%)
- Search Engines**  
18.00 (0.09%)
- Referring Sites**  
11.00 (0.06%)

Top Content		
Page	Pageviews	% visits
/Twin_Falls_Chamber_of_Commerce//Home_files/widget1_mark		
Apr 1, 2010 - Jul 31, 2010	16,011	29.24%
Apr 1, 2009 - Jul 31, 2009	22,045	43.30%
% Change	-27.37%	-32.47%
/Twin_Falls_Chamber_of_Commerce//TravelGuide_files/widget2		
Apr 1, 2010 - Jul 31, 2010	5,443	9.94%
Apr 1, 2009 - Jul 31, 2009	6,040	11.86%
% Change	-9.88%	-16.21%
/Twin_Falls_Chamber_of_Commerce//Directory_files/widget2_m		
Apr 1, 2010 - Jul 31, 2010	4,811	8.79%
Apr 1, 2009 - Jul 31, 2009	3,733	7.33%
% Change	28.88%	19.84%
/Twin_Falls_Chamber_of_Commerce//Calendar_files/widget2_m		
Apr 1, 2010 - Jul 31, 2010	2,399	4.38%
Apr 1, 2009 - Jul 31, 2009	2,412	4.74%
% Change	-0.54%	-7.52%
/Twin_Falls_Chamber_of_Commerce//Snake_River_Canyon_Ja		
Apr 1, 2010 - Jul 31, 2010	2,285	4.17%
Apr 1, 2009 - Jul 31, 2009	0	0.00%
% Change	100.00%	100.00%



## 15,759 people visited this site

 **19,495 Visits**

Previous: 16,775 (16.21%)

 **15,759 Absolute Unique Visitors**

Previous: 13,409 (17.53%)

 **54,750 Pageviews**

Previous: 50,909 (7.54%)

 **2.81 Average Pageviews**


Previous: 3.03 (-7.46%)

 **00:02:33 Time on Site**

Previous: 00:02:41 (-4.79%)

 **47.98% Bounce Rate**

Previous: 35.24% (36.15%)

 **76.96% New Visits**

Previous: 76.57% (0.51%)

## Technical Profile

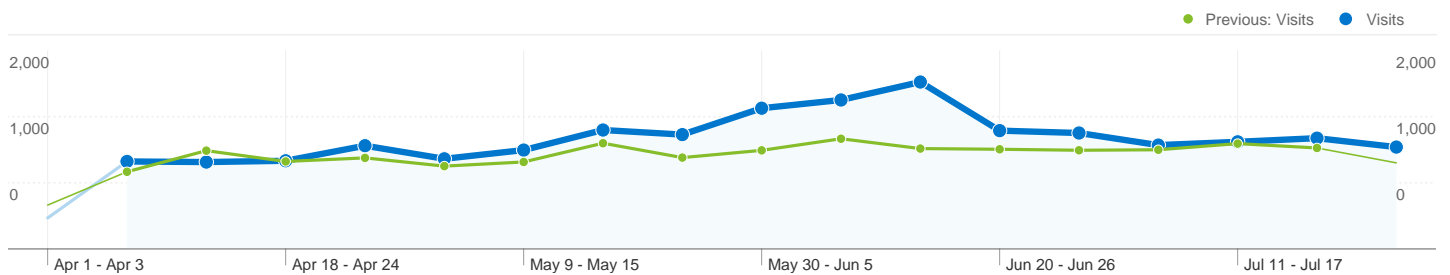
Browser			Connection Speed		
Visits	% visits		Visits	% visits	
Internet Explorer			Cable		
Apr 1, 2010 - Jul 31, 2010	12,906	66.20%	Apr 1, 2010 - Jul 31, 2010	6,363	32.64%
Apr 1, 2009 - Jul 31, 2009	12,342	73.57%	Apr 1, 2009 - Jul 31, 2009	5,258	31.34%
% Change	4.57%	-10.02%	% Change	21.02%	4.13%
Firefox			Unknown		
Apr 1, 2010 - Jul 31, 2010	3,968	20.35%	Apr 1, 2010 - Jul 31, 2010	5,534	28.39%
Apr 1, 2009 - Jul 31, 2009	3,096	18.46%	Apr 1, 2009 - Jul 31, 2009	4,760	28.38%
% Change	28.17%	10.28%	% Change	16.26%	0.04%

Safari		
Apr 1, 2010 - Jul 31, 2010	1,648	8.45%
Apr 1, 2009 - Jul 31, 2009	1,067	6.36%
% Change	54.45%	32.90%
Chrome		
Apr 1, 2010 - Jul 31, 2010	832	4.27%
Apr 1, 2009 - Jul 31, 2009	191	1.14%
% Change	335.60%	274.83%
Mozilla Compatible Agent		
Apr 1, 2010 - Jul 31, 2010	40	0.21%
Apr 1, 2009 - Jul 31, 2009	7	0.04%
% Change	471.43%	391.70%


DSL		
Apr 1, 2010 - Jul 31, 2010	5,389	27.64%
Apr 1, 2009 - Jul 31, 2009	4,795	28.58%
% Change	12.39%	-3.29%
T1		
Apr 1, 2010 - Jul 31, 2010	1,838	9.43%
Apr 1, 2009 - Jul 31, 2009	1,369	8.16%
% Change	34.26%	15.53%
Dialup		
Apr 1, 2010 - Jul 31, 2010	249	1.28%
Apr 1, 2009 - Jul 31, 2009	362	2.16%
% Change	-31.22%	-40.81%

# Traffic Sources Overview


Apr 1, 2010 - Jul 31, 2010  
Comparing to: Apr 1, 2009 - Jul 31, 2009




All traffic sources sent a total of 19,495 visits

 **99.85% Direct Traffic**

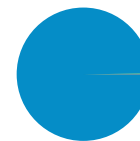
Previous: 98.06% (1.83%)

 **0.06% Referring Sites**

Previous: 0.99% (-94.30%)

 **0.09% Search Engines**

Previous: 0.94% (-90.13%)



■ **Direct Traffic**  
19,466.00 (99.85%)  
■ **Search Engines**  
18.00 (0.09%)  
■ **Referring Sites**  
11.00 (0.06%)

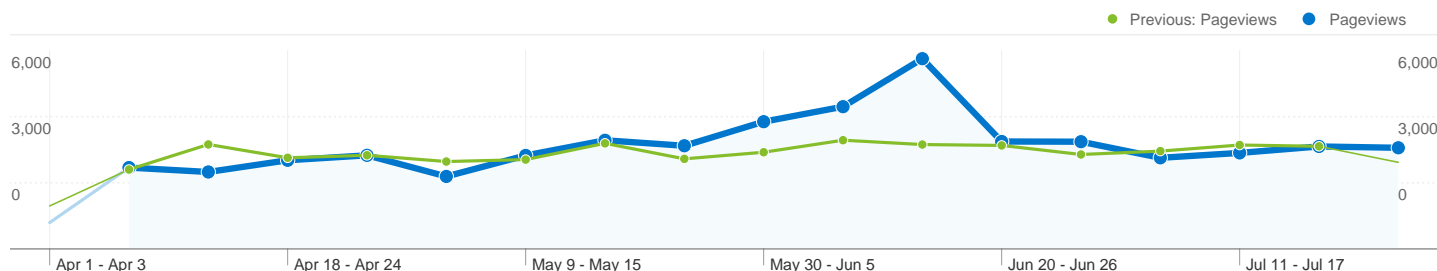
## Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))		
Apr 1, 2010 - Jul 31, 2010	19,466	99.85%
Apr 1, 2009 - Jul 31, 2009	16,451	98.06%
% Change	18.33%	1.83%
google (organic)		
Apr 1, 2010 - Jul 31, 2010	15	0.08%
Apr 1, 2009 - Jul 31, 2009	103	0.61%
% Change	-85.44%	-87.47%
bing (organic)		
Apr 1, 2010 - Jul 31, 2010	3	0.02%
Apr 1, 2009 - Jul 31, 2009	2	0.01%
% Change	50.00%	29.09%
livros-e-revistas.golbnet.com (referral)		
Apr 1, 2010 - Jul 31, 2010	2	0.01%
Apr 1, 2009 - Jul 31, 2009	0	0.00%
% Change	100.00%	100.00%
sweepstakesforager.com (referral)		

Keywords	Visits	% visits
cache:8vr-m8eqrwyj:www.twinfallschamber.com/ twin falls idaho		
Apr 1, 2010 - Jul 31, 2010	8	44.44%
Apr 1, 2009 - Jul 31, 2009	0	0.00%
% Change	100.00%	100.00%
cache:pvryo_lw9zsj:www.twinfallschamber.com/twin_falls_cham		
Apr 1, 2010 - Jul 31, 2010	3	16.67%
Apr 1, 2009 - Jul 31, 2009	0	0.00%
% Change	100.00%	100.00%
"www.sleepsolution.com"		
Apr 1, 2010 - Jul 31, 2010	1	5.56%
Apr 1, 2009 - Jul 31, 2009	0	0.00%
% Change	100.00%	100.00%
cache:8vr-m8eqrwyj:www.twinfallschamber.com/ founding of		
Apr 1, 2010 - Jul 31, 2010	1	5.56%
Apr 1, 2009 - Jul 31, 2009	0	0.00%
% Change	100.00%	100.00%
cache:8vr-m8eqrwyj:www.twinfallschamber.com/ twin falls idaho		

Apr 1, 2010 - Jul 31, 2010	2	0.01%
Apr 1, 2009 - Jul 31, 2009	0	0.00%
% Change	100.00%	100.00%

Apr 1, 2010 - Jul 31, 2010	1	5.56%
Apr 1, 2009 - Jul 31, 2009	0	0.00%
% Change	100.00%	100.00%



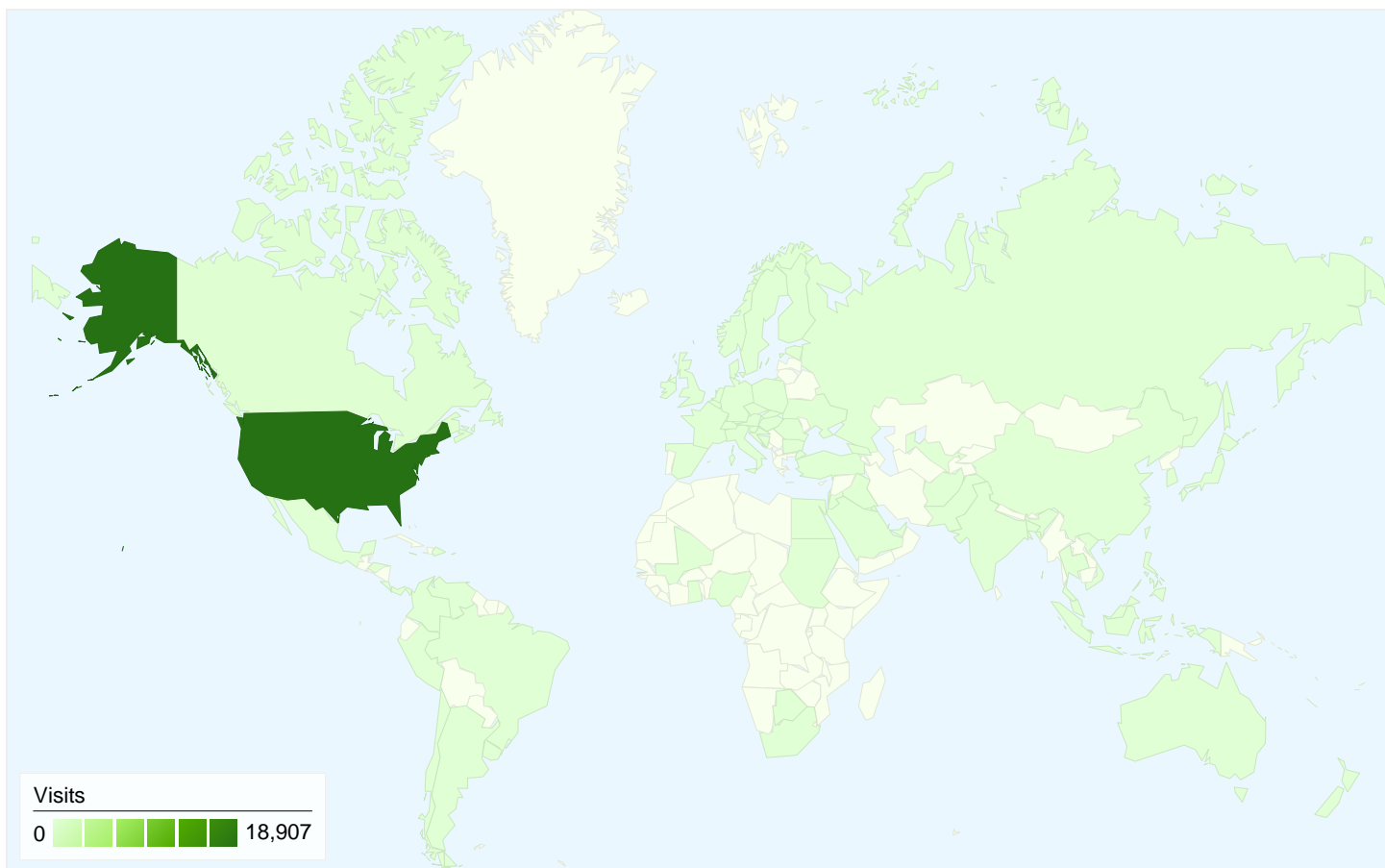
**569 pages were viewed a total of 54,750 times**

### Content Performance

<b>Pageviews</b> <b>54,750</b> Previous: 50,909 (7.54%)	<b>Unique Pageviews</b> <b>41,640</b> Previous: 37,825 (10.09%)	<b>Avg. Time on Page</b> <b>00:01:25</b> Previous: 00:01:19 (7.12%)	<b>Bounce Rate</b> <b>47.98%</b> Previous: 35.24% (36.15%)	<b>% Exit</b> <b>35.61%</b> Previous: 32.95% (8.06%)	<b>\$ Index</b> <b>\$0.00</b> Previous: \$0.00 (0.00%)		
Page		Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/Twin_Falls_Chamber_of_Commerce//Home_files/widget1_markup.html							
April 1, 2010 - July 31, 2010		16,011	12,060	00:01:07	37.96%	39.62%	\$0.00
April 1, 2009 - July 31, 2009		22,045	14,617	00:00:54	29.31%	32.93%	\$0.00
% Change		-27.37%	-17.49%	23.14%	29.51%	20.31%	0.00%
/Twin_Falls_Chamber_of_Commerce//TravelGuide_files/widget2_markup.html							
April 1, 2010 - July 31, 2010		5,443	3,357	00:00:48	23.83%	14.72%	\$0.00
April 1, 2009 - July 31, 2009		6,040	4,263	00:00:54	49.19%	19.07%	\$0.00
% Change		-9.88%	-21.25%	-11.11%	-51.57%	-22.84%	0.00%
/Twin_Falls_Chamber_of_Commerce//Directory_files/widget2_markup.html							
April 1, 2010 - July 31, 2010		4,811	2,878	00:01:59	56.25%	29.52%	\$0.00
April 1, 2009 - July 31, 2009		3,733	2,727	00:02:29	73.61%	41.25%	\$0.00
% Change		28.88%	5.54%	-19.81%	-23.58%	-28.45%	0.00%
/Twin_Falls_Chamber_of_Commerce//Calendar_files/widget2_markup.html							
April 1, 2010 - July 31, 2010		2,399	2,124	00:02:20	84.98%	54.90%	\$0.00
April 1, 2009 - July 31, 2009		2,412	2,169	00:02:05	75.31%	48.67%	\$0.00
% Change		-0.54%	-2.07%	11.80%	12.84%	12.79%	0.00%
/Twin_Falls_Chamber_of_Commerce//Snake_River_Canyon_Jam_files/widget3_markup.html							

April 1, 2010 - July 31, 2010	<b>2,285</b>	1,819	00:01:23	43.87%	41.58%	\$0.00
April 1, 2009 - July 31, 2009	<b>0</b>	0	00:00:00	0.00%	0.00%	\$0.00
% Change	<b>100.00%</b>	100.00%	100.00%	<b>100.00%</b>	<b>100.00%</b>	0.00%
/Twin_Falls_Chamber_of_Commerce//About_Us_files/widget3_markup.html						
April 1, 2010 - July 31, 2010	<b>1,549</b>	1,274	00:00:50	32.35%	23.18%	\$0.00
April 1, 2009 - July 31, 2009	<b>0</b>	0	00:00:00	0.00%	0.00%	\$0.00
% Change	<b>100.00%</b>	100.00%	100.00%	<b>100.00%</b>	<b>100.00%</b>	0.00%
/Twin_Falls_Chamber_of_Commerce//Meet_the_Bands_files/widget1_markup.html						
April 1, 2010 - July 31, 2010	<b>1,308</b>	564	00:00:26	29.03%	12.31%	\$0.00
April 1, 2009 - July 31, 2009	<b>0</b>	0	00:00:00	0.00%	0.00%	\$0.00
% Change	<b>100.00%</b>	100.00%	100.00%	<b>100.00%</b>	<b>100.00%</b>	0.00%
/Twin_Falls_Chamber_of_Commerce//Canyon_Crest_files/widget3_markup.html						
April 1, 2010 - July 31, 2010	<b>1,242</b>	1,042	00:02:15	71.44%	71.66%	\$0.00
April 1, 2009 - July 31, 2009	<b>100</b>	89	00:02:23	76.79%	63.00%	\$0.00
% Change	<b>1,142.00%</b>	1,070.79%	<b>-5.01%</b>	<b>-6.96%</b>	<b>13.74%</b>	0.00%
/Twin_Falls_Chamber_of_Commerce//Hotels_files/widget2_markup.html						
April 1, 2010 - July 31, 2010	<b>1,072</b>	670	00:01:24	46.43%	18.56%	\$0.00
April 1, 2009 - July 31, 2009	<b>1,329</b>	937	00:01:19	28.00%	17.53%	\$0.00
% Change	<b>-19.34%</b>	<b>-28.50%</b>	<b>6.89%</b>	<b>65.82%</b>	<b>5.88%</b>	0.00%
/Twin_Falls_Chamber_of_Commerce//Schedule_files/widget1_markup.html						
April 1, 2010 - July 31, 2010	<b>1,027</b>	727	00:01:25	57.00%	37.20%	\$0.00
April 1, 2009 - July 31, 2009	<b>484</b>	426	00:01:11	69.73%	51.03%	\$0.00
% Change	<b>112.19%</b>	70.66%	<b>20.08%</b>	<b>-18.26%</b>	<b>-27.11%</b>	0.00%
1 - 10 of 569						





## 19,495 visits came from 85 countries/territories

### Site Usage

Visits 19,495 Previous: 16,775 (16.21%)	Pages/Visit 2.81 Previous: 3.03 (-7.46%)	Avg. Time on Site 00:02:33 Previous: 00:02:41 (-4.79%)	% New Visits 77.02% Previous: 76.64% (0.49%)	Bounce Rate 47.98% Previous: 35.24% (36.15%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
April 1, 2010 - July 31, 2010	18,907	2.83	00:02:35	76.56%	47.54%
April 1, 2009 - July 31, 2009	16,308	3.04	00:02:42	76.26%	34.92%
% Change	15.94%	-7.09%	-4.14%	0.39%	36.15%
Canada					
April 1, 2010 - July 31, 2010	160	2.49	00:01:47	97.50%	53.12%
April 1, 2009 - July 31, 2009	162	2.99	00:02:21	90.74%	35.80%
% Change	-1.23%	-16.53%	-24.25%	7.45%	48.38%
United Kingdom					
April 1, 2010 - July 31, 2010	40	1.70	00:01:03	92.50%	75.00%

April 1, 2009 - July 31, 2009	33	3.30	00:02:10	87.88%	48.48%
% Change	21.21%	-48.53%	-51.76%	5.26%	54.69%
Germany					
April 1, 2010 - July 31, 2010	31	1.81	00:01:22	93.55%	67.74%
April 1, 2009 - July 31, 2009	42	3.36	00:04:27	92.86%	45.24%
% Change	-26.19%	-46.19%	-69.35%	0.74%	49.75%
India					
April 1, 2010 - July 31, 2010	26	2.12	00:00:32	96.15%	57.69%
April 1, 2009 - July 31, 2009	31	2.84	00:01:55	87.10%	32.26%
% Change	-16.13%	-25.48%	-71.72%	10.40%	78.85%
Netherlands					
April 1, 2010 - July 31, 2010	26	1.73	00:00:56	92.31%	73.08%
April 1, 2009 - July 31, 2009	14	3.64	00:03:46	100.00%	14.29%
% Change	85.71%	-52.49%	-75.29%	-7.69%	411.54%
Australia					
April 1, 2010 - July 31, 2010	22	2.59	00:01:10	95.45%	50.00%
April 1, 2009 - July 31, 2009	12	2.00	00:00:47	100.00%	58.33%
% Change	83.33%	29.55%	50.44%	-4.55%	-14.29%
France					
April 1, 2010 - July 31, 2010	19	2.89	00:01:43	94.74%	63.16%
April 1, 2009 - July 31, 2009	12	2.33	00:01:48	100.00%	58.33%
% Change	58.33%	24.06%	-4.97%	-5.26%	8.27%
Mexico					
April 1, 2010 - July 31, 2010	18	2.83	00:02:07	77.78%	72.22%
April 1, 2009 - July 31, 2009	9	3.56	00:03:01	88.89%	22.22%
% Change	100.00%	-20.31%	-29.58%	-12.50%	225.00%
Italy					
April 1, 2010 - July 31, 2010	18	2.39	00:03:04	94.44%	66.67%
April 1, 2009 - July 31, 2009	8	1.75	00:00:31	100.00%	62.50%
% Change	125.00%	36.51%	499.55%	-5.56%	6.67%
1 - 10 of 85					